



**Becky Keeney | Senior Global Marketing Manager
Utah Office of Tourism, Film and Global Branding**

Goals

Facilitating co-op participation by smaller DMOs
Brand USA's international marketing programs

Bennifits

47 partners
\$2,796,323 in matching funds

Challenges

47 partners

Administration fee \$114,500 annually

Approaching a full-time position

Participation in international offerings decreasing

Smallest partners are not participating

Opportunities

Save the administrative fees paid to contractor

UOT staff time for Cafeteria Plan Management

Increase the funding available for destination development

Continue marketing programs

Return \$350,500 of funding to the traditional co-op

Budget FY20 proposal

Assuming a TMPF budget of \$24 million
\$925,500

Marketing

Market Entry- \$50,000

Ski Expo- \$50,000

Total: \$100,000

Destination Development

\$200,000

\$475,000

Back to traditional co-op

\$350,500

\$4,255,000

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THANK YOU!